

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently amended) An advertisement providing system including a service
2 providing site and a user terminal connected via a communication network, wherein
3 the service providing site has a soundonly advertisement transmitter for
4 transmitting to the user terminal a sound advertisement data convertible into a
5 soundonly signal, and
6 the user terminal has a soundonly advertisement receiver for receiving the
7 soundonly advertisement data transmitted from the service providing site, and a
8 soundonly advertisement output unit for converting the soundonly advertisement
9 data received by the soundonly advertisement receiver, into a soundonly signal and
10 outputting the soundonly signal.
- 1 2. (Currently amended) An advertisement providing system including a service
2 providing site and a user terminal connected via a communication network, wherein
3 the service providing site has a sound advertisement transmitter for
4 transmitting to the user terminal a sound advertisement data convertible into a sound
5 signal, and
6 the user terminal has a sound advertisement receiver for receiving the sound
7 advertisement data transmitted from the service providing site, and a sound
8 advertisement output unit for converting the sound advertisement data received by the
9 sound advertisement receiver, into a sound signal and outputting the sound signal. ~~The~~
10 ~~advertisement providing system as claimed in Claim 1,~~ wherein
11 the user terminal further includes an acknowledgement signal transmitter for
12 transmitting an advertisement output acknowledgement signal to the service providing
13 site after output of the sound signal from the sound advertisement output unit, and
14 the service providing site further includes an acknowledgement signal receiver
15 for receiving the advertisement output acknowledgement signal transmitted from the

16 user terminal, and a service starter for starting to provide the service after the
17 advertisement output acknowledgement signal is received by the acknowledgement
18 signal receiver.

1 3. (Original) The advertisement providing system as claimed in Claim 1, wherein the
2 user terminal is a mobile telephone set and the communication network is the Internet.

1 4. (Original) The advertisement providing system as claimed in Claim 2, wherein the
2 user terminal is a mobile telephone set and the communication network is the Internet.

1 5. (Currently amended) An advertisement providing method including a service
2 providing site and a user terminal connected via a communication network, the
3 method comprising:

4 a step of transmitting a sound-only advertisement data convertible into a
5 sound-only signal, from the service providing site to the user terminal,

6 a step of receiving the sound-only advertisement data transmitted from the
7 service providing site to the user terminal, and

8 a step of converting the sound-only advertisement data into a sound-only
9 signal and outputting the signal.

1 6. (Currently amended) An advertisement providing method including a service
2 providing site and a user terminal connected via a communication network, the
3 method comprising:

4 a step of transmitting a sound advertisement data convertible into a sound
5 signal, from the service providing site to the user terminal,

6 a step of receiving the sound advertisement data transmitted from the service
7 providing site to the user terminal, and

8 a step of converting the sound advertisement data into a sound signal and
9 outputting the signal. ~~The advertisement providing method as claimed in Claim 4,~~

10 wherein

11 the user terminal converts the sound advertisement data into a sound signal

12 and then transmits an advertisement acknowledgement signal to the service providing
13 site, and
14 the service providing site receives the advertisement output acknowledgement
15 signal transmitted from the user terminal and then starts to provide a service.

1 7. (Original) The advertisement providing method as claimed in Claim 5, wherein
2 the user terminal is a mobile telephone set and the communication network is the
3 Internet.

1 8. (Original) The advertisement providing method as claimed in Claim 6, wherein
2 the user terminal is a mobile telephone set and the communication network is the
3 Internet.